FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING SUNDAY, OCTOBER 5, 1941

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday October 5- October 11	DANBURY FAIR		DANBURY, CONNECTICUT
	Cattle, poultry and dog shows; fruit, flower, vegetable and machinery shows; oxen pulling contest; midget and harness races; vaudeville! Admission 50¢, children free, Friday, Oct. 10th. For further information, consult Mr. Kemfick, Publicity Director, Hotel Green, Danbury, Connecticut.		
Sunday October 5 Afternoon	DUDE RANCH FASHION SHOW	BRITISH AMERICAN AMBULANCE CORPS	ECHO VALLEY RANCH MAHOPAC, NEW YORK
	Western clothes for Eastern dudes will be modeled, on horseback, by society mannequins at a Dude Ranch party held for the benefit of the BAAC! Show will take place in the corral of the ranch. Refreshments will follow, served from a chuckwagon. All dude ranch fashions from Marge Riley, New York outlet, Saks 5th Avenue. Open to public. Tickets, $1.50, from BAAC headquarters, 420 Lexington Ave., or Danbury, Conn. Committee, Echo Valley Ranch. Publicity: Philip Schuyler, MU. 3-4383.		
Sunday October 5- October 11	NATIONAL BUSINESS WOMEN'S WEEK		
	Theme of Week: "Strengthen Democracy For Defense". Program of Week's Activities: Mon., Oct. 6, 8:15 P.M. Vocational Panel at Hotel Astor, including round table discussion: "From Side Lines to Main Lines". Miss Jessica Ogilvie, founder of Ogilvie Sisters, will tell about the early origin and growth of her famous 30-year-old business. Tues., 12:30 P.M., Luncheon at Roosevelt. Elizabeth Arden and other prominent speakers. Wed. Fashion Show and Tea at Wanamaker's, tea at 4:30 P.M.; show at 5:45 P.M.; Thurs. Brooklyn Day, tea at Namm Store, 4-5:30 P.M.; Fri. tea at Astor, 5-6:30 P.M., sponsored by N.Y. League, proceeds to U.S.O. For complete program of events and tie-ins, contact: Miss Lynn Crider, 507 Fifth Ave., VA. 6-1977.		
Sunday Evening October 5 8:30 P.M. On.....	GREEK MUSIC FESTIVAL AND FASHION SHOW	ANNUAL GREEK MUSIC FESTIVAL	MANHATTAN CENTER 311 WEST 34TH ST.
	19th annual Greek Festival of international folk songs and dances, incorporating for the 1st time, a fashion show with gowns by Madame Theodora, executed by the students of the Fashion Art Design School, and worn over Warner Brothers foundations. Stars of opera, ballet and radio will perform; foreign consuls and society-notables will be guests of honor; the Grand Duchess Marie will head the judges selecting the evening's outstanding costume. Mrs. Jean Gordon of Warner Brothers, will be Fashion Show commentator. Open to public. Admission, $1. Press by invitation. Publicity: Mr. Gerald Engel, VA. 6-0391.		
Beginning Monday October 6	OPENING OF FIRST BATHING SUIT COLL.	NEW YORK MARKET	INDIVIDUAL SHOWROOMS

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 6 10:00 A.M.	PRESS PREVIEW: OPENING OF NEW FASHION FLOOR	ABRAHAM & STRAUS, INC.	FULTON AT HOYT, B'KLYN 3RD FLOOR, EAST

Invitation preview of newly decorated, newly arranged Fashion Floor (3rd, East). Party also marks launching of "Giddy Color Clothes"--fashions in 6 exciting colors, among them "Dodger Blue". New floor opens publicly Tuesday, October 7th, to the tune of roving troubadours, a day-long parade of mannequins and flower-decked salespeople in attendance. Publicity: Marjorie Clark, TR. 5-7200.

Monday October 6 11:00 A.M.-12:00 Noon	PRESS PREVIEW: NEW SHOE COLLECTION	HERMAN DELMAN	DELMAN SHOE SALON 754 FIFTH AVENUE

Delman will preview his newest shoe fashions to members of the Fashion Press. By invitation only. Publicity: Viola Shefer, PL. 3-2117.

Monday October 6 1:30 P.M.	FALL FASHION SHOW	TAILORED WOMAN	ORIENTA BEACH CLUB MAMARONECK, NEW YORK

Luncheon fashion show. Open to club membership, guests, and members of the Fashion Press by invitation. Publicity: Edith Carter, PL. 5-2500.

Now Showing	NEW CUSTOM-ORDER AND WHOLESALE COLLECTION	HELEN HUBBELL	645 MADISON AVENUE

Mrs. Hubbell is an American from Paris, with a couture-background of 10 years with Jean Patou and Schiaparelli. Mrs. Hubbell's first American collection was Custom-Order. Her newest, presents models for the Trade. For appointment to see collection, phone EL. 5-4531.

Monday October 6	N.Y. SHOWING: CRUISE-RESORT COLLECTION	COLE OF CALIFORNIA	HOTEL McALPIN 6TH AVE. AT 34TH ST.

Cole of California, makers of Matletex swim suits and play clothes, will show at the McAlpin Hotel for 3 weeks beginning Oct. 6th. For appointment to see Collection, contact Eastern Representative, Mr. F.N. Cole at Hotel McAlpin after Oct. 6th. Telephone: PE. 6-5700.

Monday Oct. 6-16	OPENING DATE: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA, LONG ISLAND
Monday October 6-October 7	13TH ANNUAL BOSTON CONFERENCE ON DISTRIBUTION	RETAIL TRADE BOARD OF BOSTON	HOTEL STATLER BOSTON, MASSACHUSETTS

Major themes of meeting: "Latin-American Trade Relations"; "Price Control Under War Emergencies"; "Important Trends in Distribution". Leading Speakers: Nelson Rockefeller, Thurman Arnold, Alice Perkins and others.

Monday October 6-October 8	FOREIGN TRADE CONVENTION	NATIONAL FOREIGN TRADE COUNCIL	HOTEL PENNSYLVANIA

28th annual national foreign trade convention, featuring round table meetings of industrial groups to discuss issues confronting U.S. as leading nation cut off from European markets. Climax of Program: World Trade Dinner, Oct. 7th. Registration, $10, payable to Lindsay Crawford, Sec'y, Nat'l Foreign Trade Council, 26 Beaver Street, New York City.

Tuesday October 7 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM

First of Ritz Carlton's famous Tuesday Salon d'Elegance Fall Fashion luncheons. Showing of hats by Walter Florell, 1:30 P.M. Open to public. Luncheon à la carte. Fashion Press by invitation only. Florell Publ., Mr. Frederick, PL. 5-0890. Ritz Publ., Marion Morrison, PL. 3-4600.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 7 2:30 P.M.	CLUBWOMAN'S FASHION SHOW	BONWIT TELLER, WHITE PLAINS	PENTHOUSE

A Fashion Revue: "The Day and Weekend of the Clubwoman", will be presented by Bonwit Teller, White Plains, to the Executive Boards, the Presidents and Members of the Westchester Federation of Women's Clubs. The Store's 3 Fashion Consultants, Elinor Nash, Sybil Coles and Sally Dickason will act as hostesses. Publicity: Nona James, EL. 5-6800.

Tuesday October 7 3:30 P.M.	5TH ANNUAL CRUISE-RESORT FASHION SHOW	S. AUGSTEIN & CO.	HOTEL PLAZA GRAND BALLROOM

Fashion show theme: "Folly-Less Fashions of '42". Staging by Tom Lee, Display Dir., Bonwit Teller. For buyers, merchandisers and members of the Fashion Press. By invitation. Publicity: Robert Dorfman, WI. 7-2828.

Tuesday October 7 6:30 P.M.	DINNER-MEETING: N.Y. ADVERTISING GROUPS		HOTEL BILTMORE

The Ad. Women of New York; The Ad. Club of New York and the Ad. Federation of America will join forces in a dinner-meeting which will be addressed by Thurman Arnold, Asst. Attorney Gen., head of anti-trust div., Dept. of Justice; and Raymond Rubicam, of Young & Rubicam, Ad. Agency. Topics coming up for discussion: advertising, selling, marketing. Open to members.

Tuesday October 7 8:30 P.M.	METROPOLITAN MUSEUM'S OCT. TELEVISION SERIES	METROPOLITAN MUSEUM OF ART	STATION W2XAB

Beginning of new weekly Television Series, "The Arts in the Americas", based on the Metropolitan Museum Collections, and undertaken to make museum sources accessible to all within Telecasting radius. Parallel programs, specially edited for children, will follow every Thursday afternoon at 2:45 P.M. See CALENDAR of Sept. 22 (page 5) for list of public places where Television Receiving Sets are available. W2XAB Publicity: Wil Marcus, WI. 2-2000.

Wednesday October 8 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW	CHEZ ROSETTE FOR N.Y. SKIN & CANCER HOSPITAL	HAMPSHIRE HOUSE 150 CENTRAL PARK SOUTH

Luncheon revue. Featured fashions: Fall Day, Evening and Wedding Fashions from Chez Rosette, presented by Mrs. Pleasants Pennington. Open to public. Admission, $2, plus rummage to be sold at Nearly New Shop. Fashion Press by invitation. Publicity: Miss Reardon, Hampshire House, CI. 6-7700.

Wednesday ✓ October 8 2:30 P.M.	"YOUNG VIEWPOINT" FASHION SHOW	ABRAHAM & STRAUS, INC.	FULTON AT HOYT, B'KLYN 3RD FL. EAST BLDG.

The Women's Department of A. & S. will present a revue of Fall Fashions that express the "Young Viewpoint" on style. Open to Press and public. Publicity: Marjorie Clark, TR. 5-7200.

Wednesday ✓ October 8 3:30 P.M.	PRESS PREVIEW: RESORT AND TRAVEL FASHIONS	McMULLEN COMPANY	475 FIFTH AVENUE

Preview of fashions for resorts and winter travel. For members of the Fashion Press. Strictly by invitation. Publicity: Abigail Johnson, MU. 3-9560.

Wednesday October 8 3:30 P.M.	WOMEN'S FALL FASHION REVUE	LORD & TAYLOR, MANHASSET	MANHASSET, LONG ISLAND

For specially invited customers. Publ.: Mrs. Eleanor Howard, WI. 7-3300.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday October 8 5:45 P.M. Tea-time	BUSINESS & PROFESSIONAL WOMEN'S FASHION SHOW	JOHN WANAMAKER	B'WAY AT 9TH STREET AUDITORIUM, 2ND FL.
	Tieing-in with National Business Women's Week, Wanamaker's will present a tea-time revue of the fashions smart business and professional women should wear "on the job". Reserved seats for club membership and Fashion Press. Publicity: Miss Charlie Gilmour, ST. 9-4700.		
Beginning Wednesday October 8 6:15-8 P.M.	COURSE IN CORSETRY	LAB. INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
	Miss Mildred Tucker, corset buyer of Bergdorf Goodman, will give a 1-night-a-week, 14-week course in corsetry, covering anatomy, figure types, manufacture, buying and selling of foundation garments, etc., etc. Supplemented by field trips. Fee $20. Registration with Miss Valda F. Hancock at above address.		
Wednesday October 8-October 26	RODEO	MADISON SQUARE GARDEN	NEW YORK CITY
	16th Annual World's Championship Rodeo. $50,000 prize money! Guest star: Gene Autry, the "Singing cowboy" of Screen and Radio. Tieing in with Rodeo, the management plans to elaborate the program which sells at the Garden for 25¢, into a 48-page magazine which will carry a new editorial feature highlighting Rodeo-inspired fashions, gathered and edited by Trudy Denton, Madison Square Garden Magazines, CO. 5-6800.		
Wednesday October 8 8:30 P.M.	PUBLIC FORUM: "ROLE OF THE PRESS IN WARTIME"	N.Y. NEWSPAPER WOMEN'S CLUB	TOWN HALL 113 WEST 43RD ST.
	Speakers: William L. Shirer, Subject: "Reporting from Germany"; James M. Minifie, Subject: "On the Far Eastern Front"; Doris Fleeson, Subject: "Covering Washington". Chairman: Anne O'Hare McCormick. Tickets, 50¢ to $2, from Town Hall Box Office, or N.Y. Newspaper Women's Club, 22 E. 38th Street, MU. 4-9120.		
Wednesday October 8	NATIONAL WINDOW DISPLAY CONTEST	ARTISTIC-FLEXEES FOUNDATIONS, INC.	417 FIFTH AVENUE
	Artistic is sponsoring "Flexees Fashion Week" for stores throughout country, in effort to stimulate coordination between ready-to-wear and corsets. Feature of week; Window display contest based on theme: "A New Dress Deserves A New Flexees". 25 prizes in all. Grand award: $200 cash. Photos must be submitted by October 31st. Winners to be announced in November. Publicity: Joyce Hirshon, BR. 9-9350.		
Thursday October 9 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW	R. H. MACY & CO., INC.	HOTEL PLAZA PERSIAN ROOM
	3rd in smart weekly Fashion Luncheon Series in Persian Room of Plaza. Exhibitor: R. H. Macy, whose exciting theme is "Sparklets". Open to public. A la carte luncheons. Press by invitation only. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Joseph Ryle, PL. 3-6744.		
Thursday October 9 1:00 P.M. Luncheon	INAUGURATING SERT ROOM LUNCHEON FASHION SHOWS	TOWN & TRAVEL WEAR OF THE WALDORF	WALDORF ASTORIA SERT ROOM
	Following last Fall's successful Thursday Luncheon Fashion Show-Series, the Waldorf Astoria will inaugurate this year's luncheon showings in the Sert Room, with a smart parade of day and evening costumes by Town and Travel Wear of the Waldorf, including models by Nettie Rosenstein, Omar Kiam and Germaine Monteil. Open to public. Buffet luncheon, $2. Proceeds to benefit Opportunity Shop. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 9 4-6:30 P.M.	PRESS PREVIEW: "CELANESE RODEO"	CELANESE CORPORATION OF AMERICA	180 MADISON AVE. 10TH FLOOR

Tieing in with the Oct. 8th Opening of the Rodeo, and the very social Nov. 5th Opening of the National Horse Show, Celanese has gone "horsey" and will present a round-up of resort fabrics which they have dubbed "Tackroom Prints". By invitation only. Publicity: Bernard Sobel, LE. 2-5050.

Thursday October 9 5-5:30 P.M.	"FASHION DISCOVERIES" ON TELEVISION	NORMAN D. WATERS	STATION WNBT

Tune in on "Country-Weekend", 3rd in the 13-week series of "Fashion Discoveries on Television" programs, planned and directed by Norman D. Waters, with M.C. - Fashion Commentator, Peggy Read. Sponsoring stores: Bloomingdale's, N.Y. and Abraham & Straus, B'klyn. To join this cooperative program, contact Norman D. Waters, CA. 5-7430.

Thursday Oct. 9 7:30 - 8:30 P.M.	"THE BRIDE'S HOUR"	R. H. MACY & CO., INC.	HERALD SQUARE 13TH FLOOR

As the high spot of "late night at Macy's," the store will henceforth conduct "The Bride's Hour" weekly on Thursday evenings from 7:30 to 8:30 P.M., on the 13th floor. Experts will address the audience each week on the following topics: Beauty, Home Furnishings, Budgets, Etiquette. The 1st session was inaugurated Oct. 2. The final session, Oct. 30th, will be devoted to Bridal Fashions. For further information, contact: Kay Inglis Jones, Publicity: CH. 4-2000.

Beginning Monday October 13	OPENING OF CRUISE-RESORT COLLECTIONS	FOGA SPORTSWEAR MANUFACTURERS	INDIVIDUAL SHOWROOMS

2 showings daily, 10:30 A.M. and 2:30 P.M., as follows.....

OCTOBER 13		OCTOBER 15	
SPORTCRAFT, INC.	550 7TH AVE.	GOODSTEIN, DAVID M.	550 7TH AVE.
STAR-MAID DRESSES	498 " "	MUTUAL ROSENBLOOM	498 " "
STEINBERG, SAM & CO.	498 " "	ROSENBERG, ZOLTAN	550 " "
OCTOBER 14		**OCTOBER 16**	
ADLER & ADLER	550 7TH AVE.	NUDELMAN, CHAS. W.	550 7TH AVE.
DAVIDOW, INC.	550 " "		
KANE-WEILL, INC.	498 " "		

Monday October 13	OFFICIAL OPENING: CALIF. RESORT LINES	ASSOC. APPAREL MFGS.	BEVERLY HILLS HOTEL LOS ANGELES
Monday October 13	GALA OPENING OF MACY-PARKCHESTER	R. H. MACY & CO., INC.	PARKCHESTER, EAST BRONX, NEW YORK

Macy's new branch store, Macy-Parkchester, will open for business on Columbus Day (Mon. Oct. 13). Parkchester is, of course, the gigantic housing development of the Metropolitan Life Insurance Co. Further information, preview date and other details in later issue of FASHION CALENDAR. Publicity: Mr. Nevin, CH. 4-2000.

Tuesday October 14 9:30 A.M. Breakfast	BREAKFAST PREVIEW: PALM BEACH COLLECTION	TINA LESER	ONE WEST 47TH STREET

Tina Leser will preview her new Palm Beach Collection to members of the Fashion Press, at breakfast. By invitation only. First Trade showing follows at 4:30 P.M. the same day. Contact: Tina Leser, LO. 3-0232.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 14 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW	HENRI BENDEL FOR SPEEDWELL SOCIETY	ST. REGIS HOTEL VIENNESE ROOF

Henri Bendel will present Fall Fashions at a benefit luncheon revue. Proceeds to orphaned and convalescent children. Open to public. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. St. Regis Publicity: Jane Hunter, PL. 3-4500.

Tuesday October 14 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW	JONAI, INC.	RITZ-CARLTON HOTEL OVAL ROOM

Jonai is 2nd to exhibit Fall Fashions in the Salon d'Elegance Tuesday Luncheon Fashion Show-series. Open to public. Fashion Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.

Tuesday October 14 3:00 P.M.	INVITATION PREVIEW: NEW HAT COLLECTION	ERIK, THE MILLINER	15 EAST 53RD STREET

Erik will preview his Midwinter and Resort Collection to private clients and members of the Fashion Press. By invitation only. Publicity: Elizabeth Maher, EL. 5-4248.

Tuesday October 14- November 29	NECKWEAR EXHIBIT: "COLLAR AND CUFFS"	COOPER UNION MUSEUM	ASTOR PLACE & COOPER SQUARE

Presenting kerchiefs, yokes, guimpes, collars and fichus worn in Europe and the Americas during the past 300 years. Also prize-winning modern neckwear from design-competition among students of Cooper Union Art School. The Neckwear Mfgs. Assoc. will cooperate in the execution of prize-winning student-designs and the display of new neckwear inspired by the museum collection. All new neckwear in exhibit will be picked by jury of 9 outstanding fashion authorities representing magazines, newspapers and stores. For further information, contact: Mr. Douterman, Cooper Union, AL. 4-6300.

Wednesday October 15 1:00 P.M. Luncheon (Note change of date)	LUNCHEON SHOW: WOOLEN TROUSSEAUX FASHIONS	LORD & TAYLOR & JUNE HAMILTON RHODES	JUNIOR LEAGUE CLUBHOUSE 221 EAST 71 ST., N.Y.C.

Lord & Taylor i~~s cooperating with~~ June Hamilton Rhodes ~~in the presentation~~ ~~of~~ a luncheon revue of woolen bridal party and trousseaux fashions, given for members of the Junior League and their guests. Orchids will be the featured flower of the day. Real jewels will be shown with all costumes. Contacts: woolens, orchids, jewels, June Hamilton Rhodes, WI. 7-7476. Lord & Taylor Publicity: Mrs. Eleanor Howard, WI. 7-3300.

Wednesday October 15 4:00 P.M. Cocktails	PRESS PREVIEW AND RECEPTION	KNIZE (FORMERLY OF LONDON AND PARIS)	20 EAST 56TH STREET

Knize will ~~anticipate~~ the public opening of his New York Establishment at 20 East 56th Street, with a special press preview and reception. ~~In New York~~, Knize, ~~famous in London and Paris~~, will continue ~~with~~ his ~~remarkable~~ custom-tailoring and shirtmaking for men and women, will present specialized accessories and will feature the famous "Knize Ten Toiletries". Reception-preview by invitation only. Publicity: Viola Shefer, PL. 3-2117.

Beginning Wednesday Evening October 15	COURSE: HISTORY OF COSTUME DESIGN	TEXTILE HIGH SCHOOL	351 WEST 18TH STREET ROOM 228

Registration now under way for free course beginning Oct. 15th, held every Monday and Wednesday evening thereafter. Course covers development of clothing design, from ancient times to present, showing how design ~~has been~~ affected by history, psychology and other factors in country in which it develop~~s~~ed. Registration in Room 228 at School, above.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 16 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW	TAILORED WOMAN	WALDORF ASTORIA HOTEL SERT ROOM
	2nd in Sert Room Fall Luncheon Fashion Show-Series. The Tailored Woman will present new fashions illustrating the theme: "Standards for Distinction." Open to public. Buffet luncheon, $2. Press by invitation only. Tailored Woman Publicity: Edith Carter, PL. 5-2500. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday October 16 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW	DE PINNA	PLAZA HOTEL PERSIAN ROOM
	De Pinna will present new Fall Fashions at the weekly Thursday Fashion Luncheon in the Plaza's celebrated Persian Room. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Joseph Ryle, PL. 3-6744.		
Thursday October 16 1:00 P.M. Luncheon	AMBASSADOR LUNCHEON FASHION SHOW	MILGRIM	AMBASSADOR HOTEL TRIANON ROOM
	Milgrim will present a showing of Fall and Winter Fashions as a feature of the Opening Luncheon of the Season at the Ambassador's popular Trianon Room. Open to public. Fashion Press by invitation. Publicity: Corinne Buchanan, WI. 2-1000. Milgrim Publicity: Martin O. Kahn, CI. 7-7200.		
Friday October 17	OPENING: EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK
Friday Evening October 17	PRESENTING SCHOOL & PARTY FASHIONS	MARY LEWIS	COLD SPRING SCHOOL COLD SPRING, N. Y.
	By special request, Mary Lewis (whose summer home is in Cold Spring) will show school and party fashions to the girls of the fashionable Cold Spring School. Publicity: Rosemary Sheehan, PL. 8-3300.		
Saturday October 18	16TH ANNUAL HUNT MEET	MONMOUTH COUNTY HUNT RACING ASSOCIATION	EST. OF MR. AMORY HASKELL RED BANK, NEW JERSEY
Monday October 20 3:30 P.M.	AUTUMN FASHION SHOW	MARY LEWIS	PRINCETON WOMEN'S CLUB PRINCETON, NEW JERSEY
	Sports clothes, "Mother-and-Daughter" ensembles and Autumn Wedding Fashions will be presented by Mary Lewis to members of the Princeton Women's Club and their guests. Publicity: Rosemary Sheehan, PL. 8-3300.		
Tuesday October 21 1:00 P.M.	RITZ LUNCHEON FASHION SHOW	BRIDES MAGAZINE	RITZ CARLTON HOTEL OVAL ROOM
	The Brides Magazine will sponsor a luncheon revue based on the "important clothes-moments in a girl's life" - beginning with her coming-out party and following through until the "going-away" costume which starts off her honeymoon. Costumes for entire presentation, by Rose Tafel, in Celanese Creative Fabrics. Open to public. Audience will largely consist of newly engaged girls, soon to be brides. Press by invitation only. Ritz Publ., Marion Morrison, PL. 3-4600. Celanese Publ., Bernard Sobel, LE. 2-5050.		
Tuesday October 21 1:30 P.M. Luncheon	PIERRE LUNCHEON FASHION SHOW	TAILORED WOMAN	HOTEL PIERRE ROOF GARDEN
	The Tailored Woman will present new fall fashions to the members of the Mid-Town Club and their guests, at luncheon at the Pierre. Tailored Woman Publicity: Edith Carter. Pierre Publicity: Mr. T. Ware Lynch, RE. 4-5900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 23 10:30 A.M.	OPENING OF NEW RESORT COLLECTION	LOUISE MACY, INC.	36 WEST 47TH STREET

Louise Macy (operating without the Mrs. Potter who was responsible for the first Macy-Potter collection), now presents her second independent collection--a resort and early spring showing of coats, suit-ensembles, day and afternoon dresses, dinner and evening gowns. The collection will be shown daily at 10:30 A.M. and 2:30 P.M. Open to Trade and Press. Contact: Miss Krauss, BR. 9-6907.

Thursday October 23 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW	GUNTHER, FURS	PLAZA HOTEL PERSIAN ROOM

Gunther will present Fall and Winter Furs at the weekly fashion luncheon in the Persian Room. Open to public. Press by invitation only. Gunther Publicity: Viola Shefer, PL. 3-2117. Plaza Publicity: Joseph Ryle, PL. 3-6744.

Friday Evening October 24	GALA DIAMOND BALL AND DEBUTANTE COTILLION	N. Y. INFIRMARY FOR WOMEN & CHILDREN	WALDORF ASTORIA HOTEL BALLROOMS

Very social! Sponsored by the N. Y. Infirmary for Women and Children. 100 hand-picked debs will take part in the Cotillion. Diamonds will be the fashion of the evening! Orchids will, as usual, be one of the Cotillion favors. Admission only by invitation. Publicity: June Hamilton Rhodes, WI. 7-7476.

Saturday October 25 Cocktail Time	BENEFIT FASHION SHOW & COCKTAIL PARTY	BRITISH AMERICAN AMBULANCE CORPS.	RAINBOW ROOM ROCKEFELLER CENTER

"Classics in Fashions", ranging from bathing suits to wedding gowns, will be presented by Jack Arnold on 30 models from the Arnold Mannequin School, at a gala Fashion Show and cocktail party arranged for the benefit of the BAAC. Open to public. Admission, $1. Press by invitation. Publicity: Philip Schuyler, MU. 3-4383.

Week of October 27	SIMULTANEOUS SHOWING: N.Y. AND ST. LOUIS SHOE LINES	NEW YORK AND ST. LOUIS SHOW MANUFACTURERS	INDIVIDUAL SHOW ROOMS of VANDERBILT, COMMODORE NEW YORKER & McALPIN HOTELS
Tuesday October 28 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM

Highlight of the regular Tuesday Salon d'Elegance Fashion Luncheon will be Mary Lewis' presentation of fall clothes, emphasizing "Mother and Daughter" fashions, a Mary Lewis specialty. Open to public. Press by invitation only. Mary Lewis Publicity: Rosemary Sheehan, PL. 8-3300. Ritz Publicity; Marion Morrison, PL. 3-4600.

Wednesday October 29 Through Jan. 11	EXHIBIT: PRIZE-WINNING PHOTOS	MUSEUM OF MODERN ART	11 WEST 53RD STREET

One hundred prize-winning prints selected from 799 photographs entered in "Image of Freedom" Photography Competition recently conducted by the Museum of Modern Art.

Thursday October 30 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW	STEIN & BLAINE	PLAZA HOTEL PERSIAN ROOM

Stein & Blaine will be the exhibitor in the weekly luncheon Fashion Show held in the fashionable Persian Room of the Plaza. Open to public. Press by invitation only. Stein & Blaine Publ., Kay Merrill, CO. 5-2837. Plaza Publicity: J. Ryle, PL. 3-6744.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 3-14	BIG CHICAGO APPAREL EVENT	STYLE CREATORS & DRESS MFGS. ASSOC.	MERCHANDISE MART & INDIVIDUAL SHOWROOMS
Nov. 5-12	NATIONAL HORSE SHOW	NAT'L HORSE SHOW ASSOC.	MADISON SQUARE GARDEN

HOME FURNISHINGS CALENDAR

Tuesday October 7 2:30 P.M. — 50TH ANNIVERSARY: WALKER GORDON LABS. — WALKER GORDON — THE FARM, PLAINSBORO, N. J.
Tour of inspection. Distinguished speakers. By invitation only. Contact: Walker Gordon Labs, Plainsboro, New Jersey.

Beginning Wednesday October 8 — LAMP SHOW — LORD & TAYLOR — 9TH FL. LAMP DEPT.
4-day showing of lamps, with animals as the leit-motif--mostly in glass. Open to Press and public. Publ. Charles Nicolai, WI. 7-3300.

Beginning Monday October 20 — LINEN SHOW — LORD & TAYLOR — 9TH FL. LINEN DEPT.
Presenting strictly American linens conceived and executed by American designers and American producers. Open to Press and public. Publicity: Mr. Charles Nicolai, WI. 7-3300.

Monday October 20-October 24 — ANTIQUES SHOW — NAT'L. ANTIQUES EXPOSITION — HOTEL COMMODORE ALL 3 BALLROOMS
14th exposition. Antique dealers from all over country will exhibit their wares. Open to public. Admission $1.10. For further information, tie-ups, etc., contact: Miss Rachel Baker, LO. 5-1849.

Tuesday October 28 — EXHIBIT ENTITLED "HORSES" — DECORATOR'S CLUB, INC. — 745 FIFTH AVENUE
Tieing-in with the National Horse Show at Madison Square Garden, opening November 5th, the Decorator's Club will stage an exhibit of "horsey objets" which may be used about the house, including prints, paintings, fabrics, wall papers, accessories and bric-a-brac. For further information, contact: Denise Abbey, WI. 2-6055.

Beginning Monday December 1 — EXHIBIT: PORTRAITS IN UNIFORM — DECORATOR'S CLUB — CLUB GALLERY 745 FIFTH AVENUE
Group exhibit of portraits and figure paintings of men and women in uniform. For further information, contact: Denise Abbey, Exec. Sec., WI. 2-6055.

Monday January 12 — EXHIBITION — DECORATOR'S CLUB — CLUB GALLERY 745 FIFTH AVENUE
Annual screen, mural and wall-decoration exhibition. For further information, contact: Denise Abbey, Exec. Sec., WI. 2-6055.

DATES AHEAD

Oct. 12	COLUMBUS DAY (Celebrated Mon.)
Oct. 27	NAVY DAY
Oct. 31	HALLOWE'EN
Nov. 4	ELECTION DAY
Nov. 20	THANKSGIVING*

*Will be observed in N.Y. and some other states on Nov. 20th, but will revert to traditional date throughout U.S.A. in 1942.

RED LETTER WEEKS

Oct. 4-11	NATIONAL FURNITURE WEEK
Oct. 5-11	NATIONAL BUSINESS WOMEN'S WEEK
Nov. 10-16	NATIONAL FATHER & SON WEEK
Nov. 11-30	NATIONAL RED CROSS WEEKS
Nov. 17-23	NATIONAL ART WEEK

Nov. 11 Armistice Day

Dec 25 - CHRISTMAS (Thursday)
Dec 31 - NEW YEAR'S EVE (Wednesday)

Dec 25-Jan 1 - Nat'l Hobby Week

MUSIC... THEATRE... NIGHT SPOTS

Sunday October 5 — "FUN TO BE FREE" — Madison Square Garden, 825 8th Ave.
Mammoth "Fight For Freedom" revue by Ben Hecht and Charles MacArthur, presenting big name-stars: Gertrude Lawrence, Ethel Merman, Eddie Cantor, Burgess Meredith, Barry Wood, Melvyn Douglas, Paul Draper, Larry Adler, Radio City Ballet, ILGWU Chorus, and others not yet announced. Admission: $1.10 to $5.50.

Monday October 6 — PREMIÈRE, "ALL MEN ARE ALIKE" — Cort Theatre, 138 W. 48th St.
Lee Ephraim production of farce by Vernon Sylvaine, co-starring Reginald Denny and Bobby Clark.

Tuesday October 7 — PREMIÈRE: "ANNE OF ENGLAND" (following Benefit Previews) St. James Theatre
Historical drama by Mary Cass Canfield and Ethel Borden, presented by Gilbert Miller with Flora Robson and Barbara Everest.

Wednesday Evening October 8 — GALA PREMIÈRE BALLET RUSSE — Metropolitan Opera House, 39 & B'way
Opening program: new Massine ballet, "Labyrinth", with libretto, scenery and costumes by Salvador Dali. Also "Poker Game" and "Gaité Parisienne". Hurok Publicity: Gerald Goode, CI. 7-8300.

Wednesday October 8 — RAINBOW ROOM OPENING PREVIEW — Rockefeller Center, 30 Rock. Plaza
Supper to benefit American Theatre Wing of BWR. Hostesses: Gertrude Lawrence, Ilka Chase and Dorothy McGuire. New Autumn show features Matty Malneck and orchestra, Velero Sisters Rhumba Band; Billy de Wolfe, comedian; Miriam Winslow and Foster Fitz-Simons, dancers; Adrienne, singer, and Mon. night classes in Square Dancing. Public Opening, Oct. 9. Publicity: Ed. Seay, CI. 5-9000.

Thursday October 9 — PREMIÈRE, "VIVA O'BRIEN" — Majestic Theatre, 245 W. 44th St.
Latin-American musical, presented by Chester Hale, John Hickey and Clark Robinson.

Thursday October 9 — 1ST CONCERT, PHILHARMONIC-SYMPHONY CENTENNIAL SEASON, Carnegie Hall, 57 St.
Leopold Stokowski will conduct Beethoven's 5th Symphony, two Bach transcriptions, new American work, Henry Cowell's "Tales of Our Countryside", and prelude and Liebestod from Wagner's, "Tristan und Isolde".

Friday October 10 — OFFICIAL PUBLIC OPENING OF IRIDIUM ROOM, St. Regis Hotel, 5 Ave. at 55 St.
Preceded by two private benefit previews: Oct. 8, Musicians' Emergency Fund; Oct. 9, Spence School Adoption Nursery. Ice Show starring Dorothy Lewis, Hal Saunders Orchestra. Must dress for dancing.

Tuesday Evening October 14 — GALA PREMIÈRE, NEW OPERA COMPANY — 44th Street Theatre
Mozart's "Cosi Fan Tutte" opens 1st season of socially sponsored, popular-priced New Opera Company, directed by Antal Dorati and sponsored by Mrs. Lytle Hull (former Mrs. Vincent Astor). Opera will alternate with Ballet Theatre. New Opera Publ. Leo Guild and Ezra Goodman, CI. 6-9660. Ballet Publicity: Geralde Goode, CI. 7-8300.

Wednesday October 22 — PREMIÈRE "CANDLE IN THE WIND" — Shubert Theatre, 225 W. 44th St.
Maxwell Anderson drama with Helen Hayes and Stiano Braggioti. Directed by Alfred Lunt. Presented by Theatre Guild and Playwrights' Company.

Monday November 24 — OPENING NIGHT METROPOLITAN OPERA CO. — Broadway at 39th St.
Season opens with Mozart's "Figaro". Rise Stevens will sing leading role.

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